

To  
celebrate our  
forthcoming

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year of publication

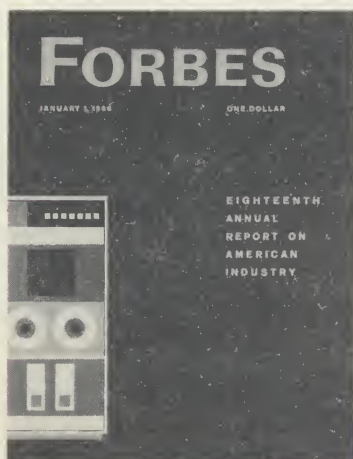
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### THE FORBES INDEX

March 1974

Forbes Index	100
NYSE Composite	100
Dow Jones Industrial Average	100
Small Cap Index	100
Mid Cap Index	100
Large Cap Index	100
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NYSE Composite	100
Dow Jones Industrial Average	100
Small Cap Index	100
Mid Cap Index	100
Large Cap Index	100

### TRENDS & TANGENTS

Forbes Index

The Forbes Index is a composite of 100 stocks, selected from the Forbes 400, which are the most successful companies in America. The index is designed to show the performance of the Forbes 400 as a whole, and to provide a benchmark for investors.

The index is calculated by taking the average of the prices of the 100 stocks, and then dividing that by the average of the prices of the 100 stocks in the year 1963. This gives a value of 100 for the index in 1963, and allows for comparison of the index's performance over time.

The index is a good indicator of the performance of the Forbes 400, and is a useful tool for investors. It can be used to compare the performance of individual stocks to the performance of the Forbes 400 as a whole, and to identify trends in the market.

### Faces Behind the Figures

These Businessmen Made News Last Month

Arthur C. Coe, Jr.

Forbes' 400th Anniversary

With over 40 years of history, Forbes' 400 is a unique and valuable resource for investors. The index is a composite of 100 stocks, selected from the Forbes 400, which are the most successful companies in America. The index is designed to show the performance of the Forbes 400 as a whole, and to provide a benchmark for investors.

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### INVESTMENT POINTERS

By ROBERT E. FORTNEY

New High Ahead?

Investment pointers are a valuable tool for investors, and can help them to identify opportunities in the market. This section provides a variety of investment pointers, including information on new high-tech companies, and on companies that are expected to perform well in the future.

The investment pointers are based on a variety of factors, including a company's financial performance, its management team, and its market position. They are designed to provide investors with a comprehensive overview of the investment opportunities available in the market.

### STOCK ANALYSIS

By ROBERT E. FORTNEY

On Guard

Stock analysis is a critical part of any investment strategy, and can help investors to make informed decisions about their investments. This section provides a variety of stock analysis, including information on individual stocks, and on the performance of the market as a whole.

The stock analysis is based on a variety of factors, including a company's financial performance, its management team, and its market position. It is designed to provide investors with a comprehensive overview of the investment opportunities available in the market.

### OVERSEAS COMMENTARY

By RUTH'S LINDY CAMP

Overseas commentary provides a unique perspective on the global market, and can help investors to identify opportunities in foreign markets. This section provides a variety of overseas commentary, including information on the economies of different countries, and on the performance of the global market as a whole.

The overseas commentary is based on a variety of factors, including a country's economic performance, its political stability, and its market position. It is designed to provide investors with a comprehensive overview of the investment opportunities available in the global market.

### MARKET COMMENT

By RUTH'S LINDY CAMP

Market comment provides a comprehensive overview of the market, and can help investors to identify trends and opportunities. This section provides a variety of market comment, including information on the performance of the market as a whole, and on the performance of individual stocks.

The market comment is based on a variety of factors, including the performance of the market as a whole, the performance of individual stocks, and the performance of different market sectors. It is designed to provide investors with a comprehensive overview of the market.

### TECHNICIAN'S PERSPECTIVE

By RUTH'S LINDY CAMP

Technical analysis is a key part of many investment strategies, and can help investors to identify trends and opportunities. This section provides a variety of technical analysis, including information on the performance of the market as a whole, and on the performance of individual stocks.

The technical analysis is based on a variety of factors, including the performance of the market as a whole, the performance of individual stocks, and the performance of different market sectors. It is designed to provide investors with a comprehensive overview of the market.

ALL of these services and more are yours regularly in FORBES. Twice monthly, FORBES will take you behind the scenes to show you important developments in companies (large and small) all across America. It will introduce you to the men originating policies that foreshadow tomorrow's ticker tape action. And it will pinpoint lucrative investment opportunities turned up by the most highly regarded staff of security analysts ever brought together by a single publication.



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## FORBES FIFTIETH ANNIVERSARY PORTFOLIO OF INVESTMENT IDEAS AND INFORMATION

In looking over the following summary, you'll see that the reports in this portfolio emphasize ideas and information you can apply immediately to your personal investment program ... no matter how modest or how large.

### 1. "THE JUNIOR BLUE CHIPS" ... High quality stocks with reasonable price tags

This first report focuses on two dozen companies that might be described as "kid brothers" of the GM's, IBM's and GE's. What these aggressive companies lack in size, they more than make up in muscle. So much so that during the past five years they easily racked up gains well above the S&P "500" list.

A good example is U.S. Playing Card Co. It is so deeply entrenched in its \$30 million market that the threat of serious competition just doesn't exist. USP makes some 75% of all playing cards sold ... earns a healthy 15% return on equity ... and has paid dividends every year since 1917!

The report provides tables of assets, sales, growth and profit statistics for USP and 23 other companies with similar high quality attributes. In an additional supplement, a noted FORBES analyst picks his favorites among the "Junior Blue Chips."

### 2. "LIFE INSURANCE STOCKS" ... What every investor should know

Life insurance business has more than tripled in the past twenty years -- climbing to almost \$800 billion on the books by the close of 1964 -- and sending life insurance stocks soaring. Maybe some of the bloom is now faded from this rose, but there's still cause for optimism.

This report spells out the pros and cons -- gives a complete financial picture of forty leading life insurance companies -- and estimates what the future might hold. There are still good buys, but intelligent selection is essential. And a special bulletin by a respected FORBES columnist specifies two life insurance stocks that he believes offer the most potential.

### 3. "MUTUAL FUNDS" ... Which ones are doing best now

The standard method of judging a fund is to look at its growth and earnings over several years -- \$100 invested back then is worth what now? But there's more



to it than that. Spectacular performers slow down -- and "sleepers" can come to life. That's why a periodic evaluation of the funds, like this one included in the FORBES Anniversary Portfolio, is sorely needed.

You'll find performance ratings for 300 leading funds, including the no-load funds, calculated by applying a tough, carefully-worked-out set of standards. The long and short term growth record for each fund is graded on a scale ranging from A+ to D, so that you can see at a glance which funds offer the most attractive investment opportunities.

4. "THE TRUTH ABOUT WARRANTS" ... When and why to buy them

When properly understood and used, these twin-edged investment tools can yield spectacular profits, while acting as effective hedges against loss. FORBES tells you what a warrant is -- how it works -- how its value is determined -- and then describes the four vital factors you should consider before purchasing any warrant.

5. "PUTS AND CALLS" ... To protect profits, insure against losses, save on taxes

Once tinged with an evil reputation, puts and calls have since taken their rightful place as an accepted investment practice -- and are becoming used more and more as a form of "hedge." This sensible, clear explanation helps you understand the mechanics of, and uses for, both types of contracts.

6. "FUNDAMENTALS OF CHARTING" ... A useful skill for investors

Maybe charts can't predict the future, but they can provide invaluable insight into price trends, market psychology and other factors influencing stock levels. This 20-page report, an introduction to charting, shows you how to start plotting simple Point and Figure charts -- and how to translate chart information into investment or trading policy. Numerous practical examples are used throughout to illustrate the how-to's and benefits of charting.

\* \* \*

You may have all six of these reports -- at no extra cost -- by subscribing now to the next 24 issues of FORBES (a full year's service) for just \$7.50.

However, please remember that this trial offer ... linked to FORBES Fiftieth Anniversary celebration ... lets you appraise the magazine without any risk on your part. If you're not completely satisfied after seeing the first issue or two, you may cancel and pay nothing. Even so, you still keep your copy of the Anniversary Portfolio -- which is yours as a gift, regardless of your decision.

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